

Fig. 1

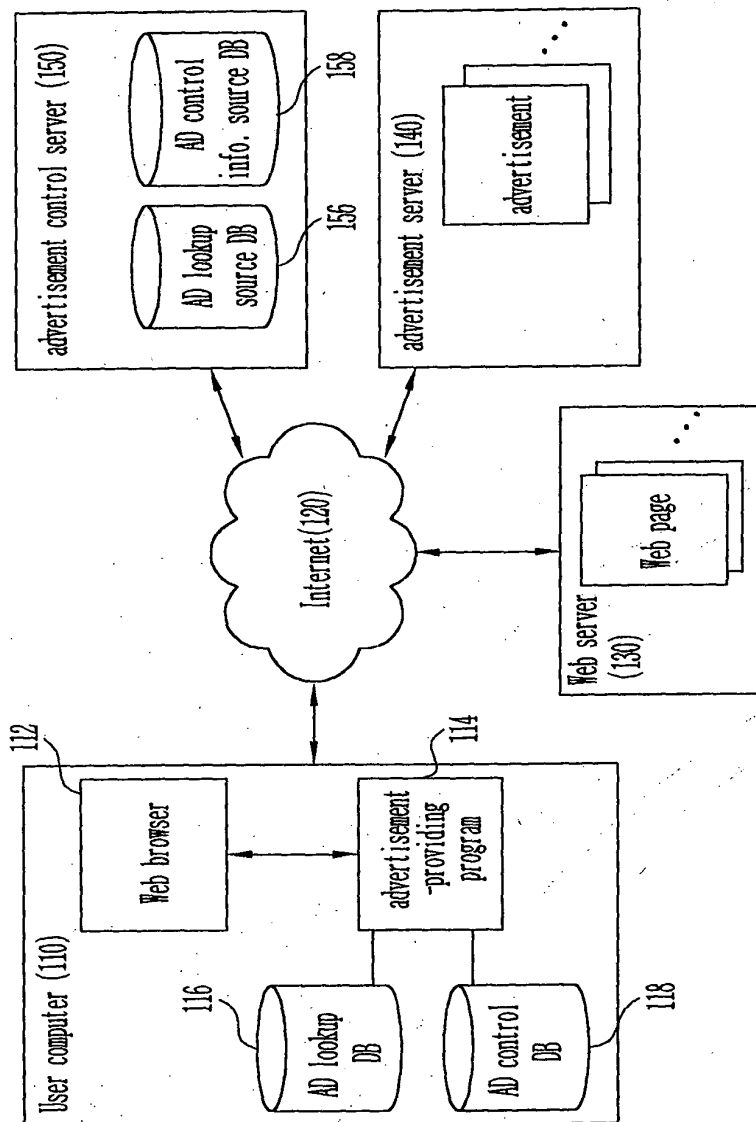


Fig. 2

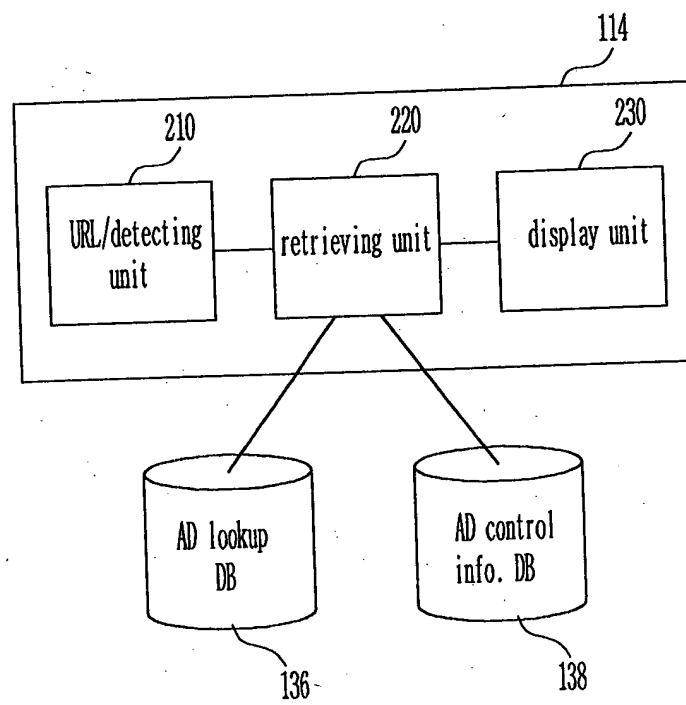


Fig. 3

protocol	host address	port	resource path	search word	similar words	AD ID
310 ~ http	www.yahoo.com	80	/	No		110001
320 ~ http	dir.yahoo.com	80	/Recreation/	No		110002
330 ~ http	dir.yahoo.com	80	/Recreation/Magazines/	No		110003
340 ~ http	Search.yahoo.com	80	/bin/search/	Flower*	rose, tulip, ...	110004
350 ~ http	www.amazon.com	80	/	Showwhite		110005
360 ~ http	dir.yahoo.com	80	/Science/History/*	No		110006
370 ~ http			Summer		:

Fig. 4

AD ID	Start date	end date	display time	display position	AD address
I10001	4/1/2002	5/10/2002	11:00 ~ 12:00		http://www.mvad.com/infodir/advahoo.htm
I10002	5/25/2002	8/22/2002	18:00 ~ 20:00		/archive/adbiz/yahobiz.zip
I10003	3/20/2002	8/25/2002	21:00 ~ 01:00		/archive/adbiz/travelmag.zip
I10004	8/1/2002	8/10/2002	Anytime		http://www.yourflowershop.com/ad.html
I10005	8/15/2002	9/15/2002	Anytime		http://www.fairtale.com/book/ad.html

Fig. 5

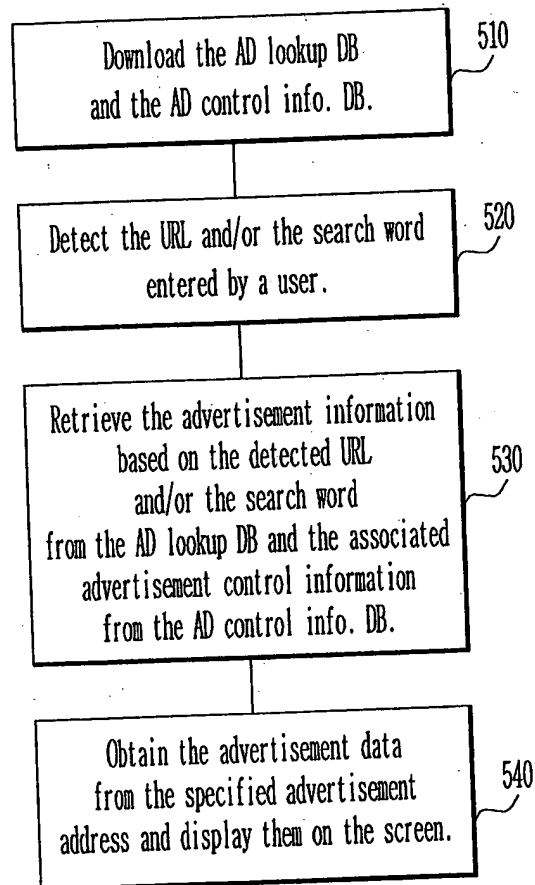


Fig. 6

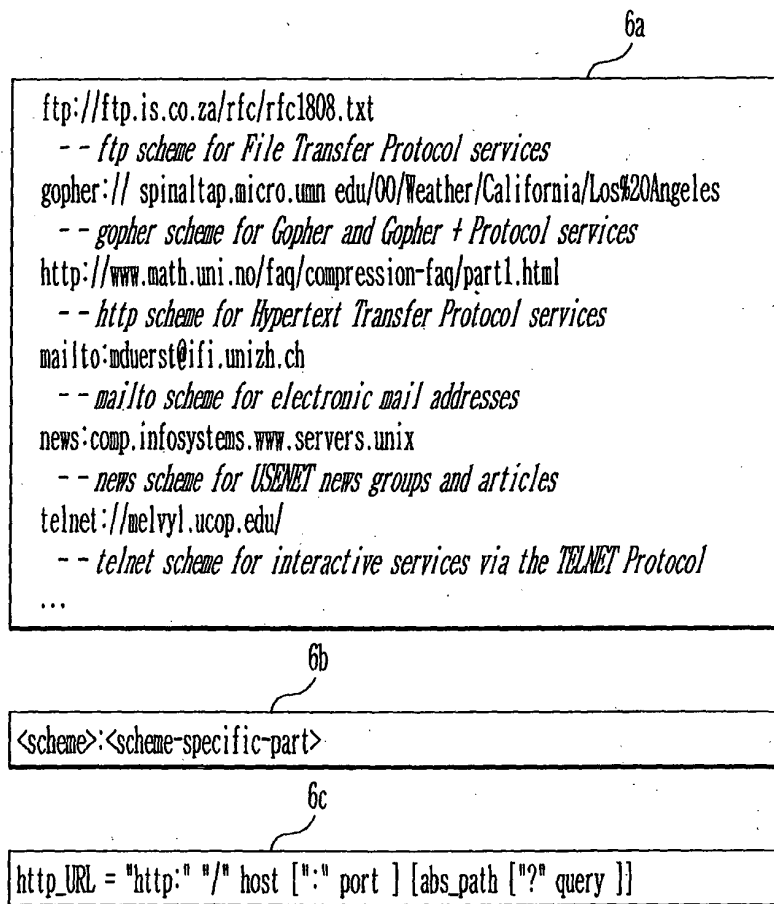


Fig. 7

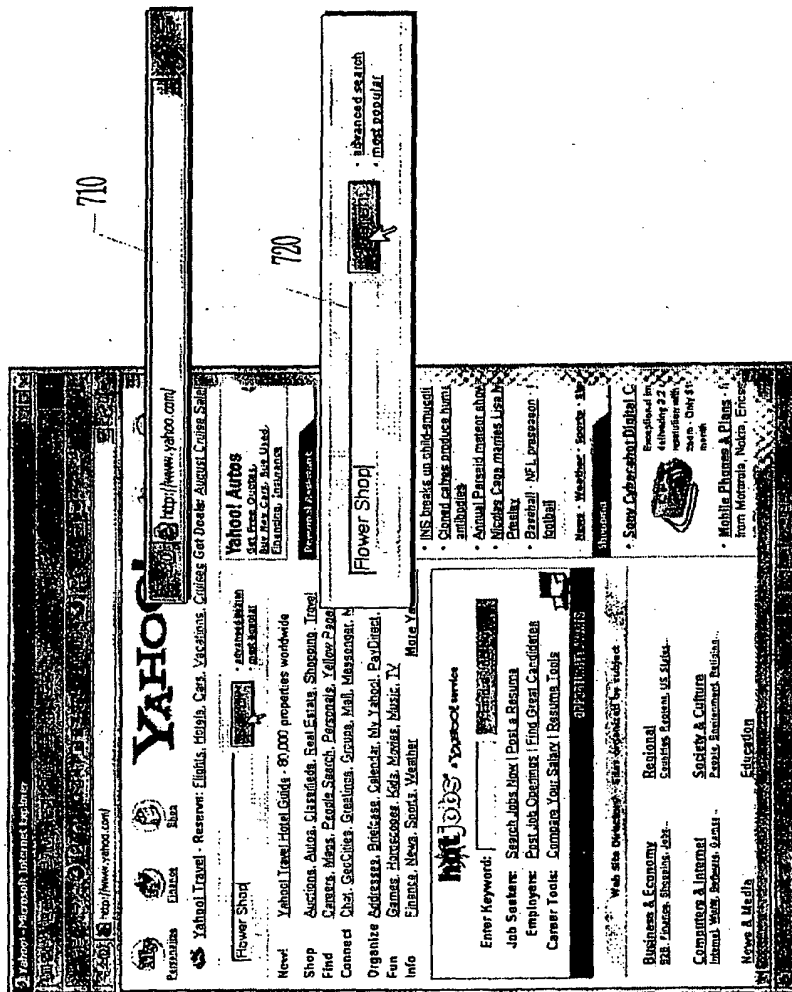


Fig. 8

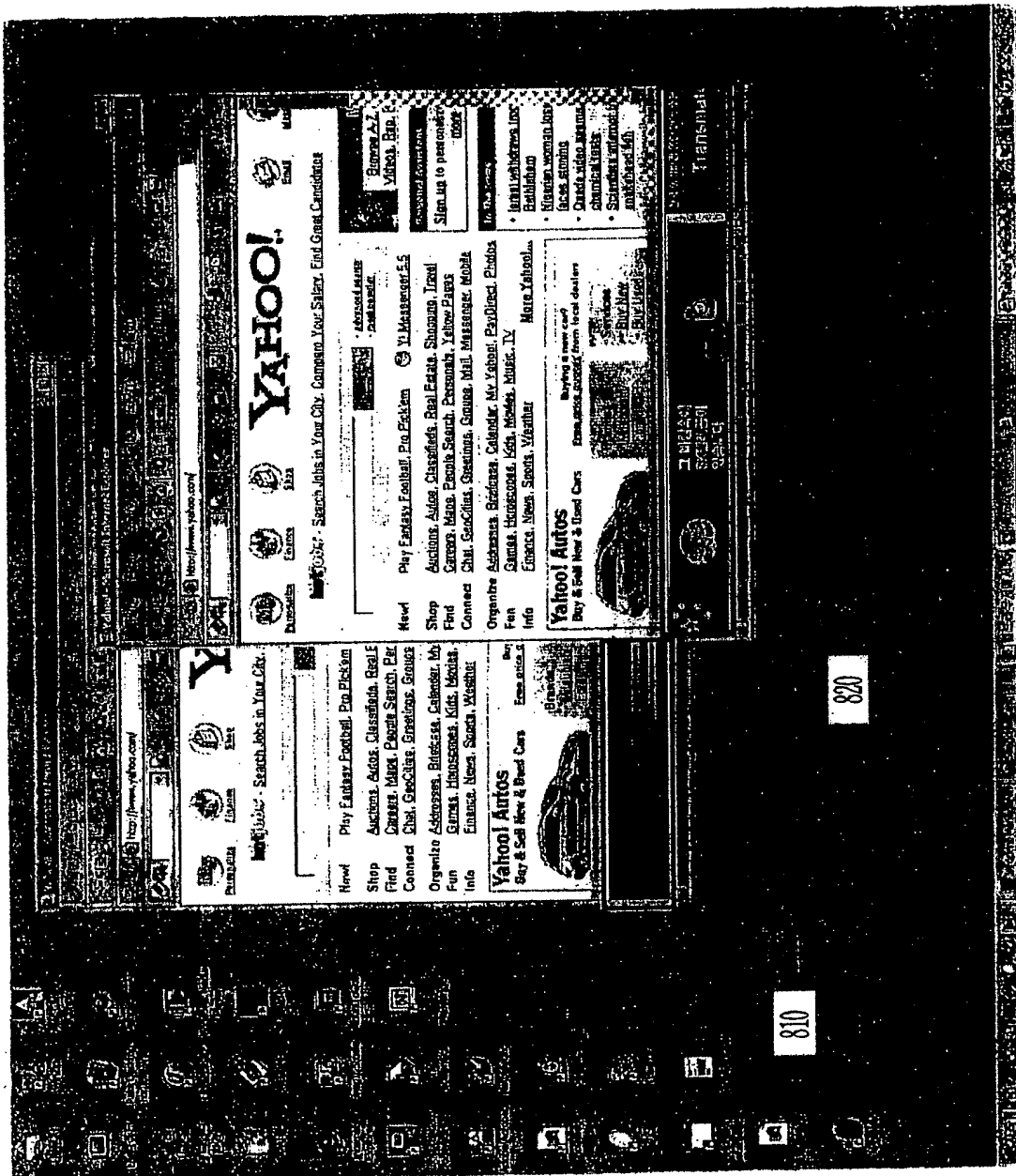


Fig. 9

